



### SANTA ROSA FAMILY AND CONSUMER SCIENCES NEWSLETTER

Volume 1, Issue 8

October 2003

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#### How Colors Influence Your Purchases

The average package on the supermarket shelf has only about one-seventeenth of a second to attract your attention. After that, the design, the color, the words and -- oh, yeah -- the product have to interest you enough to put it in your cart and buy it.

Color is one of the primary tools that package designers use to grab your attention. Reactions to color tend to be emotional, rather than intellectual.

On your next shopping trip, see if you react the way most shoppers do to packages using these colors:



#### Red

Red packages and large, red brand names make your heart beat faster and increase adrenaline flow. Red communicates power and vitality and stimulates a desire to conquer.

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## Yellow

Yellow is the most visible color -- the reason it's used on road signs. Yellow also makes packages look larger. It makes us think of the sun: warmth, happiness and often "newness." Yellow is also used to convey a cut-rate image and, if not used properly, can detract from a product's perceived quality.



## Blue

Blue implies cleanliness and purity and induces thoughts of sky and water. It often conveys feelings of serenity, confidence, knowledge and credibility (remember that the next time you have an important meeting).



## Green

Green used to imply spoiled food, so marketers avoided it. Today, green is used more often than other colors because it represents natural and healthy things, like trees and meadows.



## White

White makes us feel fresh and light and is often used on diet or lower-fat foods. It's also associated with dairy products (especially milk) and so implies freshness and purity.



## Black

Black looks elegant and sophisticated. Manufacturers use it to imply a sense of class and quality.

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## Top 10 Shelf and Display Tactics

One of the best ways to save money at the supermarket is to be aware of marketing strategies used to encourage you to buy more and spend more. The following are some of the most common tactics:

**#1** The eye-level trick - A recent survey of shampoo products in Northern California supermarkets showed that in almost all of the 20 stores visited, the higher-priced shampoos were at eye level. This is true for other products throughout the supermarket.

**#2** End-of-aisle displays - End-of-aisle displays don't mean the products are on sale. Check carefully; sometimes these products are near their freshness expiration dates.

**#3** Kids' cereals - The most expensive children's breakfast cereals are often placed at their eye level (not adults'). As you shop the aisle, you don't even realize what's causing your kids to want to put just about every cereal box imaginable in the cart.

**#4** Candy next to cereal - Grocery stores often place candy and breakfast cereal on opposite sides of the same aisle (a parent's worst nightmare).

**#5** Shelves change constantly - Marketers will often rearrange shelves, making shoppers search for their regular items and discover new products in the old, familiar shelf spaces.

**#6** Pre-cut fruit - Produce departments now display mouth-watering fruits that are pre-cut (and more expensive).

**#7** Cluttered displays - Massive end-of-aisle displays, large window signs and a cluttered look create an aura that implies the store is filled with bargains.

**#8** Prepared meals - Employees lavishly preparing take-home meals right before your eyes creates excitement and sales, especially if a free taste is part of the strategy.

**#9** Specialty items grouped together - Items for special occasions (for example, chips, dips and sodas) are often grouped together to increase impulse sales.

**#10** Encouragement to stay awhile - Stores sometimes have TVs and newspapers in the cafe seating area. This is a multi-purpose concept to get people used to staying longer in the store. (A rested shopper is a better shopper!)

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### **Money Management TIPS for Families: Where Are The Leaks In Family Spending**

This month we want to look at the way you spend your money. Since you have been using your spending plan, have you been able to plug all the leaks or do you feel that some funds still go down the drain? Is it possible that you could be wasting \$10, \$25, \$50 or more each month? Perhaps it is time to study your family's spending habits.

To help you analyze your situation, answer the questions below.

Does your family:	YES	USUALLY	NO
• Decide exactly what is needed and plan how much can be spent before going shopping?	_____	_____	_____
• Always shop with a list?	_____	_____	_____
• Buy only the items planned for?	_____	_____	_____
• Always compare prices and qualities before buying?	_____	_____	_____
• Use credit only when absolutely necessary?	_____	_____	_____
• Return inferior items to the seller?	_____	_____	_____

All answers marked "usually" or "no" indicate a need for improving spending habits.

#### **Where to start in plugging spending leaks**

Since spending is a family affair, money wasted can be reduced only if each family member will learn and practice sound habits in selecting, buying and using goods and services. Here are some guides that will help you do this.

1. **Keep informed** -- Keep up-to-date on prices of products bought regularly. Seek adequate and reliable information about products and dealers before buying, especially the more expensive items. Read product labels and warranties.
2. **Plan purchases** -- Before going shopping, decide what items are needed, when and how much you can pay. Then shop using your plans.
3. **Seek best buys** -- Buy only what is planned for, needed and worthwhile. Don't overbuy such things as gadgets, and conveniences. Don't let advertising or sales pitch influence you. Weigh the value of a product in terms of the cost and the satisfaction it will give you. Don't pay more than is necessary for brand name or prestige; compare quality and get the best buy. Substitute less expensive items or "irregulars" or "seconds" for first quality if they will serve your purpose satisfactorily. Before making any purchase, ask yourself and honestly answer two questions: (1) for what other things could I use this amount of money? (2) which of these things would mean more to me (my family) now and in the future? This is a basic rule for wise shopping.
4. **Keep credit purchases to a minimum** -- Consider what credit will cost and how else you might use that money. Remember credit charges add to the cost of the product.
5. **Return faulty goods to seller and request an adjustment** -- Buy only from reliable dealers and make wise selections that meet your needs. Use and care for the product according to the manufacturer's instructions. Keep all purchase records. If a problem develops with a product make a consumer complaint to the dealer and persist until satisfaction is attained.
6. **Use and care for products and services (utilities) to reduce waste** -- Excessive use (water, lights, automobile), abuse or lack of care causing expensive repairs or shortening the service life of a product or throwing away useable goods are all examples of wasted money.
7. **Get full value from tax dollars** -- Keep accurate records and pay only the taxes due. Take advantage of public goods and services including libraries, Extension Service, schools and parks. Incidences of abuse of public goods should be reported to law officials.
8. **Substitute time, talent and possessions for money when possible** -- Make the item or do the service (painting, sewing) yourself instead of buying them.

Now that you are started, it's time for a family discussion. First, discuss and evaluate purchases made by all family members for 1 month. Get the total cost for all impulse or poor purchases. Discuss why each purchase was a poor one and ways that family members can eliminate money wastes. Occasionally repeat this activity to recheck your family's spending habits.

Figure the wasted money stored in your home. Include the cost of utensils and equipment that are never used, and the value of wearable clothing and other items that have not been used in 2 years. Can these items be put to use, sold or shared?

## Nutrition and Cancer Prevention

Cancer is the second leading cause of illness and death in the United States. Half of all men and one-third of all women in the U.S. will develop cancer during their lifetimes. The causes of cancer aren't clear. Certain cancers appear to run in families, but some forms of the disease may be linked to lifestyle and environmental factors.

Since some risk factors are controllable, the best prevention is to keep cancer from starting in the first place. Although the relationship between nutrition and cancer isn't as clear as nutrition's link to heart disease, one-third of cancer deaths in the United States may be related to how people eat. And diet is one factor you can control.

### **Eat your vegetables – and fruits!**

Vegetables and fruits contain beta carotene, vitamin C, vitamin E and selenium. These nutrients are antioxidants, which protect body cells from damage. They also help keep your immune system healthy and may reduce your risk for cancer and other diseases.

Most vegetables and fruits are an excellent source of fiber and phytochemicals, while being low in fat. Lutein, found in broccoli and dark, leafy green vegetables, and lycopene, found in tomatoes, may be among the phytochemicals that play a role in fighting cancer.

### **Go for legumes and whole grains**

A diet high in fiber and low in fat may protect you from colon and rectal cancer. Fiber helps move waste through your digestive tract faster so harmful substances don't have much contact time with your intestinal walls.

Try to consume more complex carbohydrate and fiber-rich foods. Choose fruits with edible skins, legumes, vegetables and whole-grain foods.

Your goal should be to consume at least two fruit servings, three vegetable servings and three servings of whole-grain breads and cereals every day.

### **Limit the fat**

Heart disease is not the only health risk related to a high fat diet. Cancers including breast, colon and prostate, are also linked to high-fat diets, especially diets high in animal fat. Animal fats are usually high in saturated fat, cholesterol, protein and calories, and often lower in high-fiber foods. Try consuming foods that are low in fat, especially saturated fat.

### **Stay physically active and keep trim**

Maintain your own healthy weight by keeping calories under control. Obesity is linked to cancers of the breast, colon, gallbladder and uterus. The best approach to weight management is to stay physically active, control your portion sizes and follow the Food Guide Pyramid.

### **Go easy on alcoholic beverages**

Excessive drinking increases your chances for liver cancer. As with other health problems, moderation is the key – no more than one drink daily for women and two for men.

### **Nonfood tips**

Make your life a "nonsmoking" zone. Smoking is responsible for a major number of cancer deaths in the United States. Although women fear breast cancer, more die each year of lung cancer, linked to cigarette smoking.

Also, limit your exposure to the sun. Too much increases the risk for skin cancer. As part of your daily routine, use sunblock protection with an SPF of at least 15.

For more information on cancer, log onto [www.cancer.org](http://www.cancer.org), [www.nci.nih.gov](http://www.nci.nih.gov), or [www.aicr.org](http://www.aicr.org).

## Fun Facts

### Food Facts:

- \* The 3 most valuable brand names on earth: Marlboro, Coca-Cola, and Budweiser - in that order.
- \* Americans on the average eat 18 acres of pizza every day.
- \* Ten percent of the Russian government's income comes from vodka sales.
- \* Every time you lick a stamp, you're consuming 1/10 of a calorie.
- \* A raisin dropped in a glass of champagne will repetitively float to the top and sink to the bottom.
- \* If injected intravenously, nutmeg is extremely poisonous.
- \* Pearls melt in vinegar.
- \* The machine that makes Hershey's Kisses looks like it's kissing the conveyor belt, thus the name.

### Sports Facts:

- \* It takes 3,000 cow hides to supply the NFL with enough leather for a year's supply of footballs.
- \* The average lifespan of a major league baseball is 7 pitches.

### Human Facts:

- \* If you yelled for 8 years, 7 months and 6 days, you would have produced enough sound energy to heat one cup of coffee.
- \* \* The human heart creates enough pressure when it pumps out to the body to squirt blood 30 feet.
- \* The strongest muscle in the body is the tongue .
- \* Humans are the only primates that have no pigment in the palms of their hands.
- \* Humans and dolphins are the only species that have sex for pleasure.
- \* One person in two billion will live to be 116 or older.

- \* Right-handed people live, on average, nine years longer than left-handed people do.
- \* Clans of long ago who wanted to get rid of their unwanted people without killing them would burn their houses down - hence the expression "to get fired."

### Animal Facts:

- \* A koala bear's fingerprints are virtually indistinguishable from those of human's fingerprints - so much so that they could be confused at a crime scene.
- \* Polar bears are left handed.
- \* A duck's quack doesn't echo, and no one knows why.
- \* A crocodile cannot stick its tongue out.
- \* Elephants are the only animals that can't jump.
- \* A cat's urine glows under a blacklight.
- \* An ostrich's eye is bigger than it's brain.
- \* Starfishes haven't got brains.

### Literary Facts:

- \* No word in the English language rhymes with month, orange, silver, and purple.
- \* The sentence "The quick brown fox jumps over the lazy dog." uses every letter in the alphabet. (Developed by Western Union to Test telex/two communications)
- \* The shortest complete sentence in the English language is "I am."
- \* "Uncopyrightable" is the only 15 letter word that can be spelled without repeating a letter.
- \* "Stewardesses" is the longest word you can type only using your left hand.

### Numeric Facts:

- \*  $111,111,111 \times 111,111,111 = 12,345,678,987,654,321$
- There are 293 ways to make change for a U.S. dollar bill.

## Gardener's Corner

October is perhaps the best month of the year for being outdoors. Over the next few weeks expect some cooler nights and clear days with lower humidity.

Except for early spring, this is our most colorful season. Wildflowers are normally at their best by mid-month. Red maple, sweetgum, dogwood and other deciduous trees and shrubs provide some fall leaf color.

Many gardeners have established tropical perennials in the landscape this year. Coleus, Pentas, Tibouchina, shrimp plant, Plumbago and other such tropicals will continue to show off until the first frost.

Sasanqua camellias are also showing their color this month too. This is an unusual species in that it is a broadleaved evergreen shrub that flowers for almost three months in the fall. It is also the most cold hardy camellia.

The ideal time for planting trees and shrubs is upon us. When fall planted, root growth continues throughout the winter and they have a head start on the demands of hot weather next spring.

### October Tips

- Clean out the summer vegetable garden, removing dead plants and debris. Don't place diseased plants or weeds in the compost pile.
- Prepare the garden soil and establish cool season vegetables. Plant seeds of radish, beets, kohlrabi, carrots, kale, leek, mustard, parsley, spinach, Chinese Cabbage and turnips.

Set out bedding plants of collards, broccoli, Brussels sprouts, cabbage, cauliflower, lettuce, bulbing and bunching onions and strawberry.

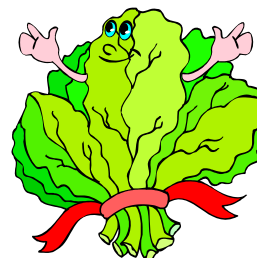
- Purchase petunia plants and establish them in prepared beds.
- Rake fallen pine needles and use as mulch in shrub and flower beds.
- Allow the permanent lawn to go dormant by withholding fertilizer. Continue watering as needed during dry periods.
- Don't make any radical change in mowing height between now and the first freeze. The height that lawns are mowed during late summer and fall has effects upon cold tolerance. Recent local studies have shown that centipede experiences less winter injury when the last few mowings are at a two inch height, when compared to the same grass mowed at a one inch and three inch height.
- Annual ryegrass can be established for green winter lawn color by seeding between mid-October and mid-November.

### Another Recommended Web Site

Computer users will find a wealth of information about tree identification, selection, planting and care at this site. This is offered by Dr. Ed Gilman, our UF/IFAS tree expert who is a prolific researcher and educator.

Go to <http://hort.ufl.edu/woody/planting>

Dan Mullins  
Horticulture Agent



## RECIPES

### **CRISP OVEN-FRIED CHICKEN**

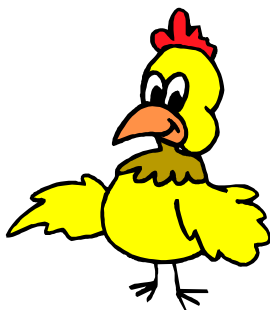
4 egg whites or ½ c. egg substitute  
 ¼ c. 2-percent milk  
 6 boneless, skinless chicken breast halves  
 ¼ c. all-purpose flour  
 1½ c. cornflakes, finely crushed  
 ¾ c. dry, unseasoned bread crumbs  
 ½ t. rosemary  
 ½ t. sage leaves  
 ¼ t. dried thyme  
 Butter-flavor vegetable cooking spray  
 Salt and pepper, to taste

Preheat oven to 350°. Beat egg whites or egg substitute and milk in a shallow bowl until blended. Coat chicken breasts with flour; dip in egg mixture, then coat generously with combined cornflakes, bread crumbs and spices.

Spray baking pan with cooking spray. Place chicken in a baking pan; spray generously with cooking spray and sprinkle lightly with salt and pepper.

Bake 45 to 60 minutes, until chicken is browned and juices run clear. Serves six.

**Per Serving:** Calories 387, Fat 5.4 gm., Calories from fat 13%, Cholesterol 104.2 mg., Sodium 557 mg.



### **ORIENTAL SWEET AND SOUR VEGETABLES**

1 Tbsp. honey  
 1 Tbsp. lemon juice  
 1 tsp. light soy sauce  
 ¼ tsp. ginger  
 1 c. pineapple or orange juice  
 1 Tbsp. cornstarch (for thickness)  
 2 tsp. oil  
 1-lb. bag frozen stir-fry vegetables

Combine all ingredients except vegetables in bowl, mix and set aside. Heat 2 teaspoons of oil in skillet and add frozen vegetables. Cook for 3 to 4 minutes or until vegetables are crisp-tender. Add sweet and sour sauce and cook for another 2 minutes or until mixture comes to a boil. Serve immediately. This dish is great over pasta or brown rice!

**Nutrition Facts:** Serves 6. Each serving ( 1/2 cup): 64 calories, 0 g fat, 0 mg cholesterol, 47 mg sodium, 14 g carbohydrate, 2 g fiber, 1 g protein.





FREE PARKING

IN MEMORY OF MELISSA CAROLINE GABBERT

FREE ADMISSION

2003

# PEANUT FESTIVAL



14th ANNUAL

**OCT. 4 - 5**

9:00 - 6:00 P.M.

**GABBERT FARM, JAY, FLORIDA**

4½ Miles South Of Jay, Off Hwy. 89, 3604 Pine Level Church Road



## PEANUTS

GREEN - BOILED - ROASTED - FRIED - CANDIED

## LIVE ENTERTAINMENT

KEITH ROWELL - BERTRAND SISTERS - REBECCA & GAYLON CALLOWAY

SAT. BLUEGRASS, COUNTRY, ETC. - SUN. GOSPEL ALL DAY

## *FARM MUSEUM OPEN ANTIQUE SHOP*

ARTS - CRAFTS - ANTIQUES - FOOD - RIDES - TOYS

GAMES - HOMEMADE ICE CREAM

DISPLAYS: ANTIQUE TRACTORS - WAGONS - HORSE-DRAWN EQUIPMENT  
PEDAL TRACTORS - PUTT, PUTT ENGINES - SUGAR CANE MILL  
GRIST MILL, AND SO MUCH MORE!

FARM ANIMALS - CARRIAGE RIDES - WAGON RIDES - HAY  
RIDES - TRAIN RIDES - MOON WALK - ROCK-CLIMBING WALL

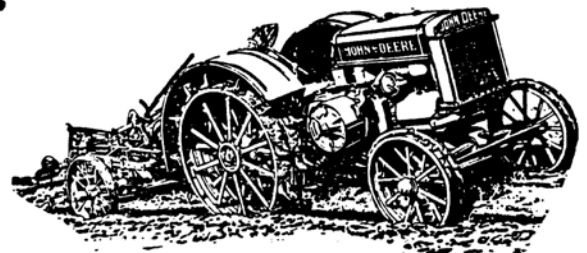
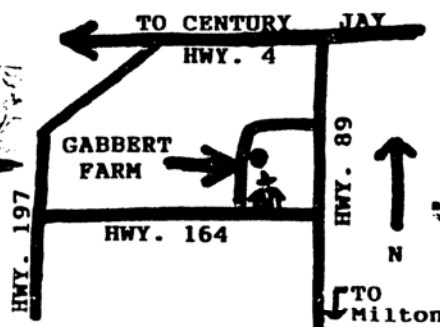
### SAT.

PEDAL TRACTOR PULL  
PIG CHASE - 2:00 P.M.  
ANTIQUE AUTOMOBILES  
ENGINE DISPLAYS

### SUN.

CHURCH SERVICE - 9:00 A.M.  
REV. EARL GREENE  
BUBBLE GUM CONTEST  
PET DRESS-UP PARADE &  
CONTEST - 2:00 P.M.

FULLY RESTORED ANTIQUE TRACTORS & FARM-RELATED  
EQUIPMENT DISPLAYED BOTH DAYS



FOR MORE INFORMATION, CALL (850) 675-6823  
SANTA ROSA COUNTY EXTENSION: (850) 675-3107 - JAY  
(850) 623-3868 - MILTON

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Sincerely,

Linda K. Bowman, R.D., L. D.  
Extension Agent IV  
Family & Consumer Sciences  
Santa Rosa County

LKB:etc